

# A CHAIN OF OPPORTUNITIES

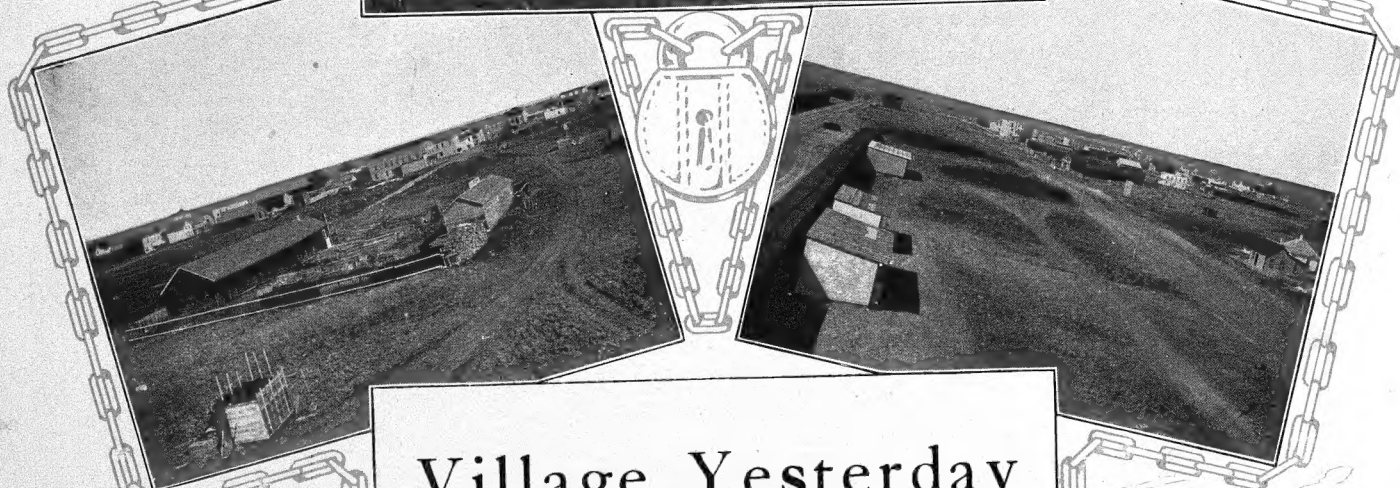
TRANSCONTINENTAL  
TOWNSITE COMPANY LTD.  
WINNIPEG



TRANSCONTINENTAL  
TOWNSITE  
COMPANY, LTD.



WINNIPEG-  
CANADA



Village Yesterday  
Town Today  
City Tomorrow

That's Western Canada

F25 6/9/74 T0012

## GRAND TRUNK PACIFIC TOWNSITES

**K**ING WHEAT is changing the business map of Canada more rapidly than any force which has ever before been exerted in the Dominion. It is moving the industrial centre westward, it is drawing the centre of population westward, and it is attracting the eyes of the civilized world to Western Canada. The forces of agriculture are irresistible. They are responsible for the present development of the American continent, the building up of nations wealthier than has ever before been known. It is a war, but a war of a peaceful kind—man against the forces of nature.

Wars have been responsible for many changes in the maps of the world, and this is no exception. It is a war which is changing the commercial maps of the world, the routes of trade and the development of population and wealth. We know what has taken place in the United States during the past fifty years, but few of us know what is actually taking place in Canada to-day. Statistics cannot tell us all of the

story, for they are changing too rapidly. We cannot see ourselves for the territory involved is too tremendous. All we can do is to take the facts as they come and assimilate them to the best of our ability.

Kaleidoscopic as the changes of the past decade have been it is only the beginning. Today we will see an apparently illimitable stretch of wind blown prairie, tomorrow it is the centre of an ever expanding farm community, another day and a town has sprung up with its thousands of busy population. This is not a vision but an actual fact, for during the past year there was an average of over two new towns created in the Canadian West every week. During the past year the area of new lands entered upon in the West was equal to the total crop producing area of Ontario. And do not forget that as yet only about five per cent. of this Great West is under crop.

Before the end of the present year the Dominion Government will be in a position to furnish



WHERE THERE IS SO MUCH STRAW THERE MUST BE SOME WHEAT

# TRANSCONTINENTAL TOWNSITE COMPANY, LTD.

## Railroads to Open New Country

statistics as to the new towns and cities which have grown up in Canada during the past eleven years, the changes in population of the various provinces, and the wealth producing areas now being developed. The results will be illuminating, for the West feels that it should have had a census every two years at least since its real growth began. There will be many a change in the statistical maps.

Railroads have been the great feature in the growth of Western Canada, primarily because they have changed absolutely the character of the population. When there were but few railways cattle raising was the only recognized industry over tremendous areas, as the cattle could be driven to shipping points. Wheat is more profitable, and when the railways came a wheat raising population followed. With the increase in production came the demand for

better business facilities, and the towns and cities were the direct result.

It is but eight years since the project of building an "All Canadian" railway from the Atlantic to the Pacific first took definite shape. Today the prairie section of this great system (3,600 miles of main line) is supplying the transportation needs of a large part of the richest country in the West. They have plans for the building of 5,000 miles of branch lines to serve additional territory. This company is the Grand Trunk Pacific. Their lines are not being run carelessly but with an idea to opening new country, land where settlers are needed, and territory which will support a big business and farming population. Only such a country will supply them. The assurance of a new country tributary to a railway, with land that cannot be exceeded in richness, is a guarantee which immigrants will not neglect.



IN THE GARDEN OF THE WEST



# GRAND TRUNK PACIFIC TOWNSITES

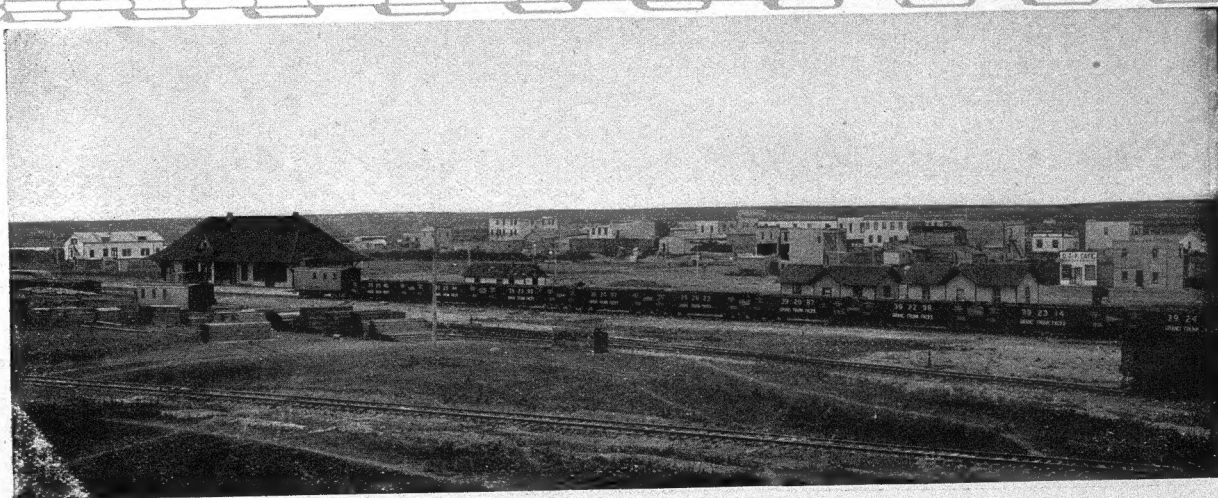
## Why Capital Flows Into Canada

One most valuable asset this new country has—experience. It has been said that Canada started to develop its West where the United States left off. That may be true, but this latest Canada not only has the experience of the United States behind it, but also that of the older Canada and the older Canadian West. The Grand Trunk Pacific territory is being developed with this great asset in its possession.

Now that the flow of settlement has formed a steady tide to Canada it has also had an effect upon capital. The investing public of the great money lending countries have learned that a land that can raise a farmer or business man to affluence in a decade, can also produce big interest on money invested. That is why it has become so easy for any legitimate enterprise to get capital abroad. Millions have been invested in Canadian business and more millions

are forthcoming to finance the great undertakings which will be needed at once to supply the wants and industrial necessities of this land.

A farming country will support great cities with a permanent population and many industries. They are the men who produced wealth from a source which will never fall off in value if intelligently handled. The forests, mines and fisheries become played out and the cities dependent upon them cannot have the same degree of permanency. Farming is the reverse, for with improved methods better results are obtained, and it thus becomes possible to support a greater population. Western Canada is just at the beginning of its growth but already it is attracting world-wide attention because of the wealth being extracted from its rich black soil. It has emerged from the condition of a primitive frontier and today holds forth all the attractions possible in endless



ONLY ONE YEAR OLD

# TRANSCONTINENTAL TOWNSITE COMPANY, LTD.

## WESTERN URBAN POPULATION DOUBLES IN FIVE YEARS

Twelve Cities Show an Aggregate Increase of 110.3 Per Cent. in Half Decade—In 1910 the Increase is 22.6 Per Cent.  
Individual Instances of Astonishing Growth

	*1901	1906	1907	1908	1909	1910
Brandon .....	5,620	10,408	10,750	11,282	13,000	13,500
Calgary .....	4,091	11,976	20,040	25,000	29,265	46,000
Edmonton .....	2,626	11,167	18,000	20,000	25,000	27,500
Fernie .....	1,873	3,913	4,300	4,800	5,300	6,000
Lethbridge .....	2,072	2,313	3,700	6,020	10,000	13,000
Medicine Hat .....	1,570	3,020	...	...	5,000	5,300
Moose Jaw .....	1,558	6,249	7,500	10,100	12,000	15,000
Portage la Prairie .....	3,901	5,106	4,609	6,269	7,000	7,500
Prince Albert .....	1,785	3,005	...	...	7,000	8,000
Regina .....	2,249	6,169	9,000	10,000	13,500	17,000
Saskatoon .....	113	3,011	...	...	12,100	15,000
Winnipeg .....	42,340	90,153	111,729	118,252	130,000	150,000
Total twelve cities .....	69,798	156,490	189,628	211,723	269,165	330,100

\* Only a few years ago these cities were but small towns.

## IMPROVEMENTS IN PRAIRIE CITIES

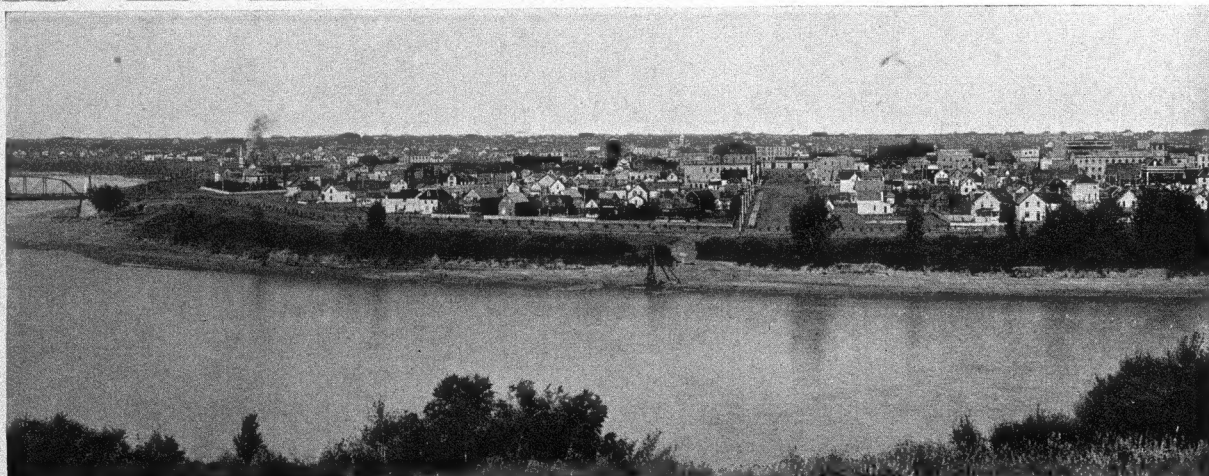
Eleven of Them Have 490 Miles of Water Mains, 404 Miles of Sewers, 740 Miles of Sidewalks

	WATER MAINS			SEWERS			SIDEWALKS		
	1909 Miles	1910 Miles	P.C. Inc.	1909 Miles	1910 Miles	P.C. Inc.	1909 Miles	1910 Miles	P.C. Inc.
Brandon .....	19.35	21.16	9.35	16.77	18.78	12.00	31.05	35.97	14.19
Calgary .....	52.55	72.00	37.10	44.00	64.25	46.00	47.00	55.00	17.00
Edmonton .....	50.29	55.01	9.30	41.87	45.51	9.30	66.15	72.05	8.00
Lethbridge .....	18.50	24.80	34.00	8.00	13.20	65.00	17.25	23.04	35.0
Medicine Hat .....	12.70	14.70	15.70	3.80	6.95	82.80	5.38	8.03	54.20
Moose Jaw .....	19.75	21.00	6.50	10.50	11.00	4.00	16.50	24.50	48.60
Portage la Prairie .....	11.00	13.00	18.10	11.00	13.00	18.10	21.00	22.75	8.30
Prince Albert .....	9.60	12.34	28.50	5.83	7.0	20.00	...	3.33	...
Regina .....	20.50	30.10	46.80	19.00	23.60	24.30	41.00	46.00	12.10
Saskatoon .....	9.62	18.80	95.40	9.62	17.65	83.40	10.46	17.95	61.10
Winnipeg .....	205.72	207.19	.70	175.50	183.60	4.60	393.50	432.06	9.70
Totals .....	492.38	490.10	14.38	345.89	404.50	17.00	649.29	740.68	14.02

Increase over 1909, 61.72 miles.  
This shows the stability of Western Canadian Towns.

Increase over 1909, 98.65 miles.

Increase over 1909, 91.39 miles



ON THE BANKS OF THE SASKATCHEWAN



# GRAND TRUNK PACIFIC TOWNSITES

## 5,000 Miles of New Railway Mean Many New Towns

opportunities for every class of working or business man. Every labor saving device, every comfort of today, every reasonable or intelligent idea can get a place. Everything is new, there is nothing to throw in the discard.

When a man can get hold of a half section of land at a price which the first year's crop will meet, that man does not have to skimp or save to make his work a success. Any district in the West can give you examples of such successes in endless numbers. When a business house in the first year turns over its original capital two, three or more times at a good percentage of profit each time, the owner of that business can well be called fortunate. But any town in the wheat belt can show just such businesses. And there are two such towns coming into existence every week in the West.

In railway construction on the prairies it has been found expedient to place sidings every seven or eight miles, not only to facilitate the

handling of produce from the farms, but also to give better results in the handling of trains. Every one of these sidings is a prospective town, and many of them are destined to become cities. The Grand Trunk Pacific is constructing 5,000 miles of branch lines alone, so that it may easily be seen that there will be a great many opportunities in new towns. Some of these are especially favored in that they are either in what is now well settled country, or their locations and general surroundings are more than usually attractive. These are the ones that offer especial inducements to young men.

There are many young men in the East who would like to come West but who cannot afford to make a trip of investigation. Capital is a big consideration and they do not dare waste any that they have saved by careful economy. For these the Grand Trunk Pacific is offering every inducement. The townsites laid out by the company have been carefully planned by



A PANORAMIC SMILE ON THE FACE OF WESTERN CANADA

## TRANSCONTINENTAL TOWNSITE COMPANY, LTD.

### The Difference Between the Old and the New

men who have studied the mistakes of their predecessors. They have left room for wide streets and parks, at the same time all attention being paid to the needs of that especial territory.

When a townsite is decided upon there have been men detailed to investigate the needs of the country, what classes of business will be in most demand and the probable amount of trade available. All this information, together with advice as to stocks and best methods of getting on the ground are at the disposal of men who wish to make a start here. In the older country when a new business opens in a small town there is a heart-burning for the men already on the ground, and the venturesome one has to face a hard battle before he wins to a place. In the West it is the reverse. A new enterprise is welcomed and boasted of, an industry is a matter for rejoicing and envy on the part of the neighboring town. Every possible assistance, every encouragement and every help

is given the new arrival, for the West needs him.

To digress for a time. A staff correspondent of the New York Commercial, a journal the standard of which is recognized throughout the world, paid a visit to the West. Through the columns of his paper he says:

"The completion of the Grand Trunk Pacific will be followed in the first year by the distribution of a million settlers along the line from Winnipeg to Prince Rupert, and two years of operation will see three million more located and prospering on its main line and branches."

It might possibly be asked why the growth of Western Canadian towns is so phenomenally rapid. There are in reality two reasons, one of which perhaps will not appeal to one unacquainted with the West. It is the spirit of optimism which prevails. A country of young men embarking in life in a territory which returns a hundred per cent. for every ounce of brains and strength invested, cannot



LOOKING FOR NEW LOCATIONS ALONG THE GRAND TRUNK PACIFIC



# GRAND TRUNK PACIFIC TOWNSITES

## Prosperous Farmers Create Prosperous Merchants

help but breed optimism, and there is seemingly endless space in which these may be invested.

But behind it all there is the soil which has been found by experts to be among those best suited for wheat raising the world through. Working from the average of many years it has been found that Western Canada will produce nineteen bushels of wheat to the acre, and remember that this country has its percentage of poor farmers who do not get the best from their land. That means that each quarter section farmed has produced 3,000 bushels of wheat, which at eighty cents to the bushel means \$2,400 a year from that quarter section. In the West an ordinarily progressive farmer can readily farm a half section each year. That is the reason why there is so much money coming into the West each year.

Consider for a moment the revenue of the farmers tributary to each of these small towns. Few of them but control the shipping of the

territory with a ten miles radius. That is 256,000 acres and a mere ten per cent. of it under wheat will mean a yield of a half million bushels. There are innumerable new towns in this West that handle two or three times that amount of wheat each year. The farmers who are getting the money from that are men who have been but a short time here and who in consequence have many needs. Three quarters of the returns from each year's crop are spent in supplies, plant and building material. That is why the merchants are prosperous.

This is not theory for we can furnish figures from towns which have been in existence but three years. There is at hand the records of just such a town in Saskatchewan, the name of which was only placed upon the railroad map in 1908. The figures show that for the general stores, hardware merchants, furniture dealer, implement dealers, lumber firms, harness makers and hotels the receipts for the first year amounted



THE FOUNDATION OF A FUTURE CITY

# TRANSCONTINENTAL TOWNSITE COMPANY, LTD.

## TWELVE CITIES SPEND \$33,617,132 ON NEW BUILDINGS IN 1910

	Operations	Large in Saskatchewan	Cities				Year P.C.
	1907	1908	1908	1910			
Brandon	\$ 704,290	\$ 328,375	\$ 350,120	\$ 940,385			168.5
Calgary	2,094,264	837,100	2,420,450	5,500,000			127.2
Edmonton	2,280,210	2,549,847	2,155,016	2,031,619			5.7
Fernie	250,000	250,000	1,374,700	325,000			323.0
Lethbridge	205,000	350,000	1,268,215	1,235,045			2.5
Medicine Hat	150,000	153,172	249,000	487,293			95.7
Moose Jaw	546,424	430,925	497,440	1,035,290			108.1
Portage la Prairie	257,875	250,000	375,000	362,500			3.3
Prince Albert	300,000	200,000	144,000	700,000			386.1
Regina	1,177,840	516,656	800,000	2,500,000			212.5
Saskatoon	277,211	115,625	942,905	3,000,000			218.1
Winnipeg	6,309,950	5,513,700	9,223,650	15,500,000			67.9
Totals	\$14,553,064	\$11,495,400	\$19,800,496	\$33,617,132			60.6

There must be a reason for all this building.

## MANY NEW BRANCH BANKS IN WESTERN PROVINCES

Fifty Per Cent. of Canada's Whole Increase in Manitoba, Saskatchewan and Alberta

	1905	1906	1908	1909	1910
Manitoba	122	168	162	173	188
Saskatchewan	59	115	131	209	269
Alberta	58	94	102	152	190
Total	239	377	395	525	647

Of the total new branches in the whole of Canada, about fifty per cent. have been opened in the three prairie provinces.

The best banking system in the world.

## INCREASE OF SCHOOL POPULATION

	1908	1909	1910
Brandon	1,494	2,078	2,300
Calgary	2,980	3,700	4,626
Edmonton	2,531	3,100	3,800
Fernie	400	560	600
Lethbridge	679	940	1,389
Medicine Hat	430	472	909
Moose Jaw	1,400	1,600	1,939
Portage	1,000	1,100	1,250
Prince Albert	600	681	1,148
Regina	1,236	1,876	2,100
Saskatoon	900	1,259	1,500
Winnipeg	15,449	17,000	20,000

No better school system anywhere.

## A GROUP OF FACTS THAT SHOW DEVELOPMENT OF WEST

### IMMIGRATION INTO WESTERN CANADA, 1910

From Great Britain and Ireland	59,790
From Other Countries	45,206
From United States	103,798

Total 208,794

Total Arable Land in three Provinces, 357,016,778 acres. Allowing for root crops, hay and gardens, less than 20,000,000 acres, or 5.8 per cent. of the total arable land is yet under cultivation. Western Canada has 171,000,000 acres of wheat lands.

In five years ending March 31, 1910, immigrants have brought cash or settlers' effects into the country as follows:

British—Cash	\$ 37,546.00
British—Settlers' Effects valued at	13,773,000
United States—Cash	157,260,000
United States—Settlers' Effects valued by	
Custom Officers	110,082,000
Non-English Speaking—Cash	2,419,220

Total \$326,080,220

This builds up the small towns.



MILESTONES ALONG THE GRAND TRUNK PACIFIC



# GRAND TRUNK PACIFIC TOWNSITES

## Opportunities Today are Better Than Ever Before

to \$246,000. The next year they were almost doubled, for the total business handled in these lines alone ran to \$484,675; last year they ran to \$700,050. It will be noted that these figures do not contain the amounts handled by doctors, lawyers and real estate brokers, nor many small industries. Names and exact figures of each line of business can be furnished on application if corroboration is desired.

Such opportunities have not disappeared for there are a dozen just such new towns on the lines of the Grand Trunk Pacific, every one of which will produce equal if not better results. There are more of them now than there were five years ago, but this condition will not persist long. Opportunity has been calling for years and her patience will not last forever.

A few years ago Milwaukee was the first wheat market of the world, but as the grain

belt was carried farther west the leading position was surrendered to Minneapolis. Last year the United States lost the banner, which was captured by Winnipeg for the wheat belt had been carried northward into Canada, and the influx of population had resulted in a fifty per cent. increase in production. Here it will remain permanently for there have been 21,000,000 acres of select land thrown open to settlers, and the fertile park country of the Peace River has not yet been heard from. Five times that amount will have been entered upon in the next five years. Hon. Sidney Fisher's authority for the statement that within ten years the three Western provinces will be producing a billion bushels of wheat annually, or \$1,000 of new capital created each year from every family in the country—new capital mind you piled up behind the millions already produced. That crop will be more than one and a half times the wheat produced by the United States



STARTED WITH ONLY A FEW HUNDRED DOLLARS—NOW INDEPENDENT

## TRANSCONTINENTAL TOWNSITE COMPANY, LTD.

### As Canada is Seen by Financial Authorities

in 1909, and you must consider that there will be as much more of other grains, oats, barley, flax and maize.

You may see what the farmers on the ground have accomplished. Departmental returns show that out of about seven hundred threshers' returns for 1910 (and remember that was a dry year) fifty-five reported yields of wheat of over forty bushels to the acre, fourteen of over fifty bushels to the acre, and six of over sixty bushels to the acre. For oats the reports ranged from eighty to ninety bushels to the acre. In the same province last year over 20,000 acres were entered upon by actual settlers every day; one new school was opened every school day of the year, and every week two new towns were created and four miles of new railway line built.

"The difference between Canada and the United States, in the matter of grain production, is this," says the New York Commercial, "While available areas are about all occupied, and production has practically reached the maximum in the States, Canada, with fifty per cent. greater productive capacity, will be a long way off from her maximum yield in twenty years to come."

"Canada's wheat growing belt is four times greater than that of the United States, and only five per cent. of Canada's Western agricultural area is under cultivation. There are 171,000,000 acres of wheat lands which will make these western provinces richer, more populous, more dependable for food supplied than the Western States can ever become. The centre of food supremacy will be changed to Canada, and twenty-five years more will give this country 40,000,000 population west of Ontario.

"Canada west of the Great Lakes is today in the position of the United States west of the Missouri River in 1880, and the growth here will be greater in the next ten years than it was there between that date and 1890, in which decade the population of the United States and the then territories increased about 11,000,000. The same conditions exist here now in greater ratio, precisely the same forces at work on a larger scale and history will repeat itself.

"Alberta and Saskatchewan will produce vegetables enough to feed half the continent. In ten years Saskatchewan will produce more wheat than the entire United States."



ELEVATORS—THE PIONEERS OF ALL NEW G. T. P. TOWNS



## GRAND TRUNK PACIFIC TOWNSITES

### Schools and Churches vie with Grain Elevators

The above quotations were not prepared with any idea of their being of avail in inducing people to come to Western Canada. They are the results of a careful investigation by a trained and conservative man, written for United States readers and published in one of the highest grade financial journals of the commercial capitol of the Republic. But these statements go far to show the endless chances for the young men of today to share in the era of development which is now in progress, and they are sufficient reasons why a normally ambitious man should want to get in on the building up of this, the last country open to the Anglo Saxon race.

There is nothing of the old West of the novelist in the new Canada, in fact there has never been anything of the West of the unfenced range and the mining camp, the bandit, bad-man and cow-puncher. The reason is simple—the Canadian judiciary and the Royal Northwest Mounted Police were there ahead of the settlers, and the man is not wanted who does not work for a living. Such things do not thrive in the shadow of grain elevators, and they are the milestones of the Canadian railway systems.

On approaching a western town the school houses and churches vie with the elevators of first notice. One of the first features and an initial step in placing such a town "on the map," is the application for incorporation which usually takes place within a few months of its having been given a name. Then follows the organization of a board of trade, which with the municipal officers carry on the campaign of publicity and development, to gather together the farmers of the district and to make known the claims of the town to recognition. Fraternal orders, and every form of healthful sports can be found there. Crop season is perforce a period of hard work, but spare time during the balance of the year is invariably devoted to dances, concerts, entertainments and other pastimes which make for healthy interest and recreation.

The Canadian school system is recognized as second only to that of Germany, and this standard is maintained by the provinces insisting on high efficiency for all teachers, for in addition to the educational qualifications demanded, there is also a period of training needed in the securing of the necessary diploma.



HARVESTING THE GOLDEN DOLLARS

## TRANSCONTINENTAL TOWNSITE COMPANY, LTD.

### The Canadian West will Recognize Your Talents

All schools are constantly under the supervision of provincial inspectors, and provincial aid to education is freely granted.

When times are dull and you find business is not going the way it should; when your customers are decreasing in number and your competitors are on the increase; when you feel you are getting into a rut and you could do better in different environments; when you feel your capabilities are not getting a free chance—turn your eyes Westward. Here you will find many of the energetic young men of your neighborhood who have found success and fortune. You perhaps know many who have gone West, do you know one of them who ever went back "home" to complain of the welcome he received here? Did you see him the last time he visited his old town? Will you concede that he has greater talents than yours?

Think—is it not that he simply had a greater courage, that he felt earlier the "Lure of the West."

Remember this is the "Last West," and a generation will see it in the hands of industrious hordes of farmers. The next generation will have to make their way against established opposition. There will be opportunities, but none such as are offered today in these new towns. The Grand Trunk Pacific is throwing this vast territory open to you, are you going to get your chance? There is everything here that makes life pleasant, and a surety of full reward for industry. Mind you, not capital but industry, brains, ability to work. That is all that is demanded.

We will gladly furnish you with maps and detailed information as to the towns where you can get your best chance. Let us know what your ambition calls for and we will help you.

## TRANSCONTINENTAL TOWNSITE CO. LIMITED

AGENTS GRAND TRUNK PACIFIC TOWNSITES

WINNIPEG, CANADA



THE OLD AND THE NEW (THREE YEARS)



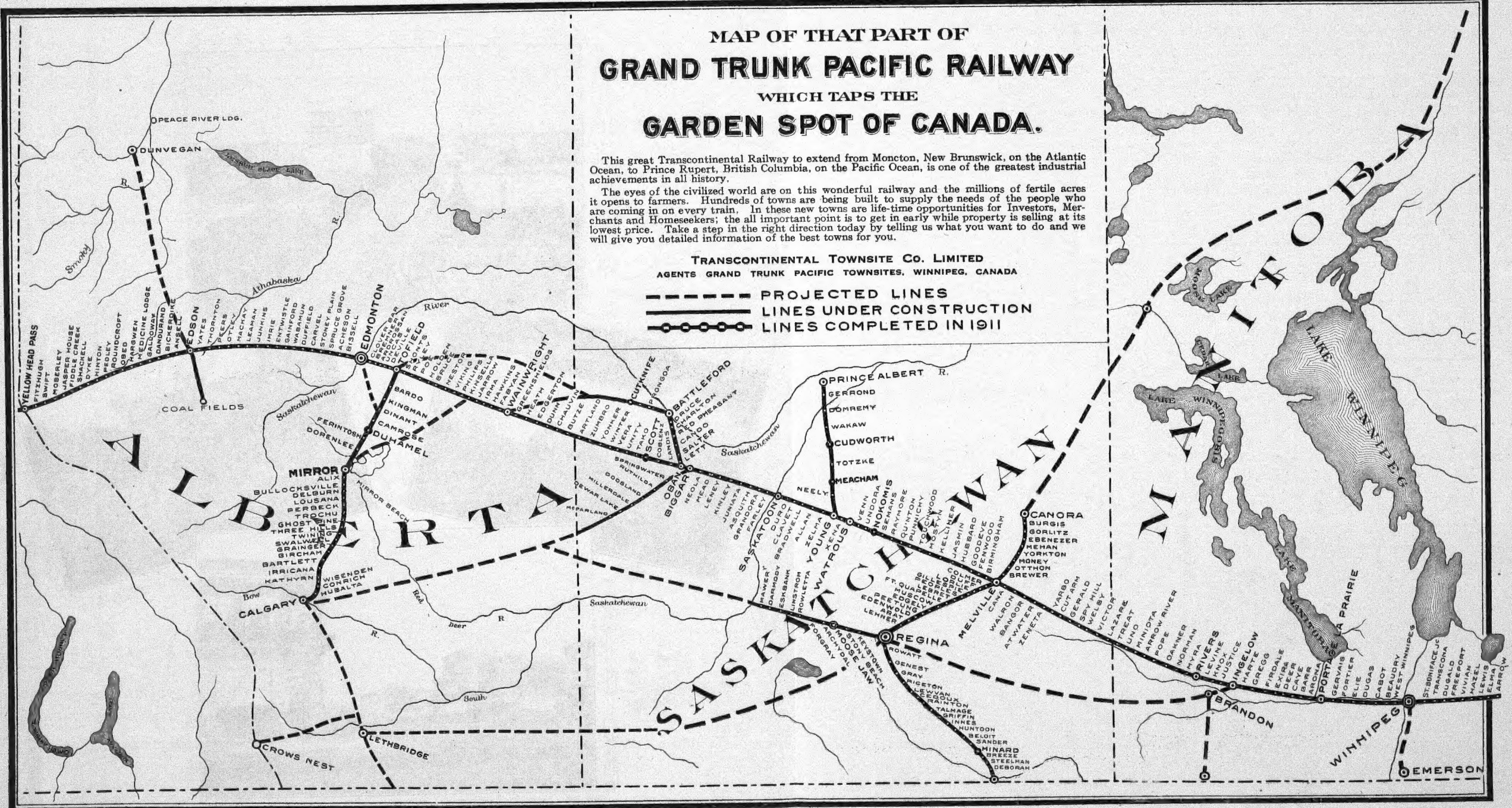
# MAP OF THAT PART OF GRAND TRUNK PACIFIC RAILWAY WHICH TAPS THE GARDEN SPOT OF CANADA.

This great Transcontinental Railway to extend from Moncton, New Brunswick, on the Atlantic Ocean, to Prince Rupert, British Columbia, on the Pacific Ocean, is one of the greatest industrial achievements in all history.

The eyes of the civilized world are on this wonderful railway and the millions of fertile acres it opens to farmers. Hundreds of towns are being built to supply the needs of the people who are coming in on every train. In these new towns are life-time opportunities for Investors, Merchants and Homeseekers; the all important point is to get in early while property is selling at its lowest price. Take a step in the right direction today by telling us what you want to do and we will give you detailed information of the best towns for you.

TRANSCONTINENTAL TOWNSITE CO. LIMITED  
AGENTS GRAND TRUNK PACIFIC TOWNSITES, WINNIPEG, CANADA

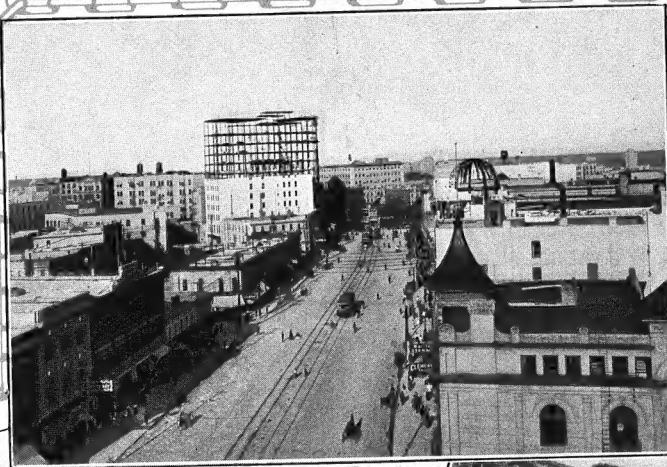
----- PROJECTED LINES  
===== LINES UNDER CONSTRUCTION  
---o---o---o--- LINES COMPLETED IN 1911



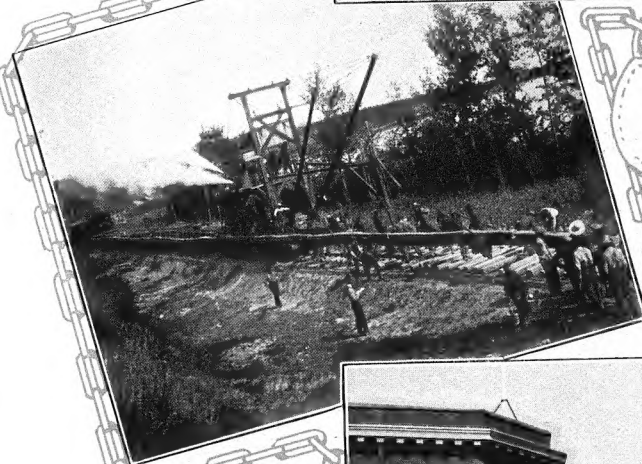




TRANSCONTINENTAL  
TOWNSITE  
COMPANY, LTD.



WINNIPEG  
CANADA







WINNIPEG—SIX O'CLOCK P.M.